

What is claimed is:

1 An information providing system, comprising:

information providing means of delivering at least
anyone of first information including a pre-determined
program or advertisement and second information including
additional information relating to said first information;
and

an information receiving terminal for a customer that
receives at least anyone of said first information and
said second information,

wherein in case of transmitting said second
information to said information receiving terminal, said
information providing means transmit said second
information addressed to said information receiving
terminal, which was prepared for said customer
corresponding to customer information relating to said
customer, and

wherein simultaneously an information transfer path,
which is used in case that said first information is
transmitted and received between said information
providing means and said information receiving terminal,
and an information transfer path, which is used in case
that said second information is transmitted and received
between said information providing means and said

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information receiving terminal, are identical or different.

2 An information providing system, comprising:

5 first information providing means that deliver via a first information transfer path first information including a pre-determined program and advertisement;

10 second information providing means that deliver via a second information transfer path second information including detailed information relating to said first information; and

15 an information receiving terminal for a customer that receives said first information via said first information transfer path and that receives said second information via said second information transfer path,

20 wherein said second information providing means transmit said second information addressed to said information receiving terminal, which was prepared for said customer corresponding to customer information relating to said customer.

3 An information providing system, comprising:

first information providing means that deliver via a first information transfer path first information including a pre-determined program and advertisement;

second information providing means that deliver via a second information transfer path second information including detailed information relating to said first information;

5 a first information receiving terminal for a first customer that receives said first information via said first information transfer path and that receives said second information via said second information transfer path responding to necessity; and

10 a second information receiving terminal for a second customer that receives at least said second information responding to necessity.

15 wherein said first information receiving terminal transmits to said second information receiving terminal for said second customer via said second information providing means recommendation information for at least one said second customer, which was prepared based on either said first or said second information, and

20 wherein said second information providing means transmit to said information receiving terminal said second information for said first customer, which was prepared corresponding to first customer information relating to said first customer, responding to a request from said first information receiving terminal, and in case that it received said recommendation information from said first

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information receiving terminal, it simultaneously transfers said recommendation information to said second information receiving terminal, and yet transmits to said second information receiving terminal said second information for said second customer, which was prepared corresponding to said recommendation information and second customer information relating to said second customer, responding to a request from said second information receiving terminal.

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4 The information providing system according to claim 3, wherein said first information receiving terminal prepares recommendation information for a single or plural specific said second customer(s) based on said first or said second information responding to necessity to transmit said recommendation information to said second information receiving terminal via said second information providing means.

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5 The information providing system according to claim 3, comprising evaluation means of making an evaluation for rewarding said first customer responding to a contribution degree by said first customer to prevalence of at least said first information.

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6 The information providing system according to claim 5,
wherein, in case that said first information includes
advertising information, said evaluation means make an
evaluation for rewarding said first customer responding to
5 a contribution degree to commercial transaction
achievements relating to products or services as an object
of an advertisement.

7 The information providing system according to claim 3,
10 comprising:

information management means of managing communication
information indicating that at least said first
information was prevailed by said first or said second
customer; and

15 information analysis means of executing a collection
and analysis process for said communication information to
obtain an analysis result on a prevalence situation of
said first information, which is to be offered to a
provider of said first information.

20 8 The information providing system according to claim 7,
wherein said information analysis means execute a
collection and analysis process for said communication
information based on customer information of said first
25 and said second customers who transmit and receive at

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least said first information.

9 The information providing system according to claim 3,
comprising a third information receiving terminal for said
second customer that receives at least prompt report
information that corresponds to said recommendation
information,

wherein said second information providing means
transmit said prompt report information to said third
information receiving terminal responding to a request by
said first information receiving terminal.

10 The information providing system according to claim 3,
wherein said second information providing means transmit
to said second information receiving terminal at least
prompt report information, which corresponds to said
recommendation information, responding to a request by
said first information receiving terminal.

20 11 The information providing system according to claim
10, wherein, after said second information providing means
transmitted to said second information receiving terminal
said recommendation information received from said first
information receiving terminal, it transmits said prompt
report information to said third information receiving

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terminal in case that no reply from said second information receiving terminal is present within a predetermined time.

5 12 The information providing system according to claim
3, wherein said customer information includes at least
anyone of a name, a race, a nationality, sex, an address,
an age, and an occupation.

10 13 An information providing method, comprising:
an information providing step of delivering at least
anyone of first information including a pre-determined
program or advertisement and second information including
additional information relating to said first information.

15 and
an information receiving step of receiving at least
anyone of said first information and said second
information with an information receiving terminal for a
customer.

20 wherein, in said information providing step, in case
of transmitting said second information to said
information receiving terminal with said information
providing means, said second information addressed to said
information receiving terminal, which was prepared for
25 said customer corresponding to customer information

relating to said customer, is transmitted, and
wherein simultaneously an information transfer path,
which is used in case that said first information is
transmitted and received between said information
5 providing means and said information receiving terminal,
and an information transfer path, which is used in case
that said second information is transmitted and received
between said information providing means and said
information receiving terminal, are identical or
10 different.

14 An information providing method, comprising:

a first information providing step of delivering first
information including a pre-determined program or
15 advertisement via a first information transfer path with
first information providing means;

a second information providing step of delivering
second information including detailed information relating
to said first information via a second information
transfer path with second information providing means; and

an information receiving step of receiving said first
information via said first transfer path and of receiving
said second information via said second information
transfer path with an information receiving terminal for a
25 customer, and

wherein, in said second information providing step,
with said information providing means, second information
addressed to said information receiving terminal, which
was prepared for said customer corresponding to customer
information relating to said customer, is transmitted.

15 An information providing method, comprising;
a first information providing step of delivering first
information including a pre-determined program or
advertisement via a first information transfer path with
first information providing means;
a second information providing step of delivering
second information including detailed information relating
to said first information via a second information
transfer path with second information providing means;
a first information receiving step of receiving said
first information via said first transfer path and of
receiving said second information via said second
information transfer path responding to necessity with a
20 first information receiving terminal for a customer; and a
second information receiving step for a second customer of
receiving at least said second information responding to
necessity via said second information transfer path with a
second information receiving terminal for a second
customer,

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wherein, with said first information receiving terminal, recommendation information for at least one said second customer, which was prepared based on said first or said second information, is transmitted to said second information receiving terminal for said second customer via said second information providing means responding to necessity, and

wherein said second information providing means transmit to said first information receiving terminal said second information for said first customer, which was prepared corresponding to first customer information relating to said first customer, responding to a request from said first information receiving terminal, simultaneously, in case that it received said recommendation information from said first information receiving terminal, it transmits said recommendation information to said second information receiving terminal, and yet transmits to said second information receiving terminal said second information for said second customer, which was prepared corresponding to said recommendation information and second customer information relating to said second customer, responding to a request from said second information receiving terminal.

25 16 The information providing method according to claim

15, comprising an evaluation step of making an evaluation
for rewarding said first customer responding to a
contribution degree by said first customer to prevalence
of at least said first information.

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17 The information providing method according to claim 16,
wherein, in case that said first information includes
advertising information, an evaluation is made for
rewarding said first customer responding to a contribution
degree to commercial transaction achievements relating to
products or services as an object of an advertisement.

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10 18 The information providing method according to claim
15, comprising:

15 information management means of managing communication
information indicating that at least said first
information was prevailed by said first or said second
customer; and

20 information analysis means of executing a collection
and analysis process for said communication information to
obtain an analysis result on a prevalence situation of
said first information, which is to be offered to a
provider of said first information.

25 19 The information providing method according to claim

15, comprising:

a prompt report information transmission step of transmitting to a third information receiving terminal for said second customer at least prompt report information, which corresponds to said recommendation information, responding to a request by said first information receiving terminal with said second information providing means; and

10 a prompt report information receiving step of receiving said prompt report information with said third information receiving terminal,

15 wherein, in said prompt report information transmission step, with said third information means, after said recommendation information received from said first information receiving terminal was transmitted to said second information receiving terminal, said prompt report information is transmitted to said third information receiving terminal in case that no reply from said second information receiving terminal is present within a pre-determined time.

20 A record medium in which an information providing program was recorded, wherein a program is recorded for causing a computer to execute:

25 an information providing step of delivering at least

anyone of first information including a pre-determined program or advertisement and second information including additional information relating to said first information with information providing means; and

5 an information receiving step of receiving at least anyone of said first information and said second information with an information receiving terminal for a customer,

10 wherein, in said information providing step, in case of transmitting said second information to said information receiving terminal with said information providing means, said second information addressed to said information receiving terminal, which was prepared for said customer corresponding to customer information relating to said customer, is transmitted, and

15 wherein simultaneously an information transfer path, which is used in case that said first information is transmitted and received between said information providing means and said information receiving terminal, and an information transfer path, which is used in case that said second information is transmitted and received between said information providing means and said information receiving terminal, are identical or different.

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21 A record medium in which an information providing program was recorded, wherein a program is recorded for causing a computer to execute:

5 a first information providing step of delivering first information including a pre-determined program or advertisement via a first information transfer path with first information providing means;

10 a second information providing step of delivering second information including detailed information relating to said first information via a second information transfer path with second information providing means; and

15 an information receiving step of receiving said first information via said first information transfer path and of receiving said second information via said second information transfer path with an information receiving terminal for a customer,

20 wherein, in said second information providing step, with said second information providing means, second information addressed to said second information receiving terminal, which was prepared for said customer corresponding to customer information relating to said customer, is transmitted.

22 A record medium in which an information providing program was recorded, wherein a program is recorded for

causing a computer to execute:

a first information providing step of delivering first information including a pre-determined program or advertisement via a first information transfer path with
5 first information providing means;

a second information providing step of delivering second information including detailed information relating to said first information via a second information transfer path with second information providing means;

10 a first information receiving step of receiving said first information via said first information transfer path and of receiving said second information via said second information transfer path responding to necessity with a first information receiving terminal for a first customer;

15 and

a second information receiving step for a second customer of receiving at least said second information via said second information transfer path responding to necessity with a second information receiving terminal for
20 a second customer,

wherein recommendation information for at least one said second customer, which was prepared based on said first or said second information, is transmitted to said second information receiving terminal for said second customer via said second information providing means

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responding to necessity with said first information receiving terminal, and

wherein said second information providing means transmit to said first information receiving terminal said second information for said first customer, which was prepared corresponding to first customer information relating to said first customer, responding to a request from said first information receiving terminal, simultaneously, in case that it received said recommendation information from said first information receiving terminal, it transfers said recommendation information to said second information receiving terminal, and yet transmits to said second information receiving terminal said second information for said second customer, which was prepared corresponding to said recommendation information and second customer information relating to said second customer, responding to a request from said second information receiving terminal.

20 23 The record medium having recorded the information providing program according to claim 22, wherein a program was recorded for causing a computer to execute an evaluation step of making an evaluation for rewarding said first customer responding to a contribution degree by said first customer to prevalence of at least said first

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information.

24 The record medium having recorded the information
providing program according to claim 23, wherein, in said
5 evaluation step, in case that said first information
includes advertising information, an evaluation is made
for rewarding said customer responding to a contribution
degree to commercial transaction achievements relating to
products or services as an object of an advertisement.

10 25 The record medium having recorded the information
providing program according to claim 22, wherein a program
is recorded for causing a computer to execute:

15 a prompt report information transmission step of
transmitting at least prompt report information, which
corresponds to said recommendation information to a third
information receiving terminal for said second customer,
responding to a request by said first information
receiving terminal with said second information providing
means; and

20 a prompt report information receiving step of
receiving said prompt report information with said third
information receiving terminal, and

wherein, in said prompt report information
25 transmission step, with said second information providing

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means, after said recommendation information received from
said first information receiving terminal was transmitted
to said second information receiving terminal, said prompt
report information is transmitted to said third
5 information receiving terminal in case that no reply from
said second information receiving terminal is present
within a pre-determined time.

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